



Nomad Innovations' Live Edge Solution Featured by Verizon at 2011 National Association of Broadcasters Show

LiveEdge Solution Available Soon with Full 4G LTE Integration

BASKING RIDGE, N.J. and LAS VEGAS (April 12, 2011). From the 2011 National Association of Broadcasters (NAB) Show, Nomad Innovations, LLC today announced its LiveEdge Solution delivering reliable broadcast video in real-time for live news. LiveEdge will soon be available with full integration with the Verizon Wireless 4G LTE network.

With LiveEdge, Nomad Innovations becomes the first company to offer the industry's completely self-contained, newsgathering solution with 4G LTE embedded. The 1.5 pound LiveEdge unit attaches to news cameras and enables live coverage for broadcast, cable or the Web via high-bandwidth wireless and/or wired broadband networks.

"Built by broadcasters for broadcasters, LiveEdge delivers broadcast quality video with reliability and versatility," said Bob Klinge, chief executive officer of Nomad Innovations. "We appreciate the time, resources, and support that Verizon and Ericsson have invested in LiveEdge to make it a great solution for broadcasters. News broadcasts will be able to go live in places where it has been impossible before, as well as set up for live broadcasts in a fraction of the time. LiveEdge delivers this solution for about one-fourth of the current capital and operating cost."

LiveEdge enables broadcasters to aggressively and economically expand their current newsgathering operations. LiveEdge sets up in minutes and requires no engineering support. News crews can be on the air with breaking news in a fraction of the time required to set up microwave or satellite shots. Live events can be covered without deploying expensive production units.

"For an industry that relies on real-time connectivity to bring their viewers the news, LiveEdge and Verizon Wireless' 4G LTE network is a great choice," said Brian Higgins, executive director, LTE Ecosystem Development for Verizon Wireless. "The work we have done together at the LTE Innovation Center means broadcasters and others can take advantage of 4G LTE speeds, latency and more to deliver important information."

Utilizing Verizon Wireless' 4G LTE network, LiveEdge can significantly reduce broadcasters' operating expenses when compared to their current use of microwave and satellite technology. It also creates new revenue-generating services by allowing broadcasters to remotely use their in-house production facilities to complement existing mobile production trucks.

LiveEdge offers news crews a robust two-way audio/video/data connection between the scene of a news story and the studio. A return path to the field provides IFB and Intercom to reporters and videographers via a Bluetooth interface, as well as confidence video or teleprompter. LiveEdge provides secure connectivity to iNews, ENPS, non-linear editing and other production systems. Nomad Innovations has 11 patent applications pending for its hardware and software technology.

LiveEdge allows high quality live interaction with two-way audio/video/data communication in real time. While important for news broadcasters, LiveEdge also delivers applications supporting other fields such as education, medical, military and first responders.

Since the 2010 NAB Show, Nomad Innovations has worked together with Verizon Wireless and Ericsson to produce a reliable 4G LTE delivery system for its innovative LiveEdge Solution. The LiveEdge solution will be on display at Verizon Wireless' booth on the show floor (Booth # SU8511 in South Hall Upper in the Las Vegas Convention Center), and visitors to

NAB will see how LiveEdge can now be used as an alternative to legacy technologies such as microwave networks, live trucks, and satellite and production vehicles.

Nomad will offer demonstrations this summer in a broad selection of major U.S. markets. Installations for broadcast customers will begin later this spring. For more information about LiveEdge, go to www.LiveEdge.tv.

The integration of LiveEdge with Verizon Wireless' 4G LTE network is a result of collaboration fostered at Verizon Wireless' LTE Innovation Center. The LTE Innovation Center, established in 2008, provides an environment for diverse companies to work together to develop innovative products that leverage 4G LTE technology. For more information about the LTE Innovation Center and Verizon Wireless' 4G LTE network, visit www.verizonwireless.com/lte.



About Verizon Wireless

Verizon Wireless operates the nation's fastest and most advanced 4G network and largest and most reliable 3G network, and serves more than 93 million customers. Headquartered in Basking Ridge, N.J., with 80,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE, NASDAQ: VZ) and Vodafone (LSE, NASDAQ: VOD). For more information, visit www.verizonwireless.com. To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at www.verizonwireless.com/multimedia.

About Nomad Innovations, LLC

Nomad Innovations, LLC delivers media transmission solutions using the latest wireless broadband technologies. Its flagship product, LiveEdge, is the first product to meet the needs of customers requiring real-time, two-way broadcast-quality video and audio communications. The technology company is based in Louisville, Kentucky. To fully meet the need for innovation and integration, Nomad Innovations executives bring experience from broadband, broadcasting, data networking, and information technology disciplines. To learn more about Nomad Innovations, visit www.nomadinnovations.com.



Verizon's Innovation Center

Verizon was one of the first to launch an innovation center when it opened its LTE Innovation Center in October 2009 in Waltham, Mass., in conjunction with Alcatel-Lucent and Ericsson. The facility houses a factory, RF shielding in various labs and a replica of Verizon's commercial LTE network. The company is currently building a 60,000-square-foot addition that will serve as an "experience center," or showcase, for Verizon's work with its partners in various vertical markets, like connected home, healthcare and telematics.

Brian Higgins, Verizon's executive director for ecosystem development, said the carrier's approach has been to set realistic expectations yet focus on unlocking new practical devices and solutions that can be brought to market. "Some products may be commercial, some may be commercial in the not-too-distant future, others are more far out," he said. "Our focus is on real products that we are selling now or are soon to be selling."

Higgins said that at the Consumer Electronics Show in January, Verizon demonstrated 30 LTE products and services--some of which sprung from the center. One, a collaboration with Nomad Innovations, created the LiveEdge mobile news camera solution. The 1.5-lb. unit attaches to a news camera and enables live coverage for broadcast, cable or the Web via LTE, which Higgins said can reduce the cost of a \$250,000 satellite news truck down to a tenth of that for the same result.

Verizon also is going to launch an LTE application center in San Francisco later this year to focus on software development by exposing network APIs and making them available to app developers. Higgins said this will allow game developers, for instance, to put their games in the cloud and take advantage of LTE's low latency for more fluid gameplay.

Overall, Higgins said the centers allow Verizon to "share risk" for developing the LTE ecosystem and be "slightly more nimble."

"We don't have to say we're going to sell 10 million units," he said. "We're going to build it because we think it's important for people to see the capabilities that can be driven by a particular product or a particular application."

<http://arsmobilitas.com/node/7953>



Nomad Innovations' LiveEdge™ Solution to be Featured by Verizon Wireless at 2011 Consumer Electronics Show

"LiveEdge Solution" Now Available With 4G LTE Integration

Las Vegas, NV and Basking Ridge, NJ (January 3, 2011). From the 2011 International Consumer Electronics Show (CES), Nomad Innovations, LLC, today announced the availability of its LiveEdge Solution with full integration into the Verizon Wireless 4G LTE Mobile Broadband network, delivering reliable broadcast video in real time for live news.

Since the National Association of Broadcasters (NAB) convention, Nomad Innovations has worked together with Verizon Wireless and Ericsson to provide a reliable 4G LTE delivery system for the innovative LiveEdge Solution. LiveEdge can now begin to replace legacy technologies, such as microwave networks, live trucks and satellite and production vehicles.

With LiveEdge, Nomad Innovations is the first company to offer the industry's smallest, completely self-contained and embedded 4G LTE wireless news-gathering solution. The 1.5-lb. LiveEdge unit attaches to news cameras and enables live coverage for broadcast, cable or the Web via high-bandwidth wireless and/or wired broadband networks.

For the first time in live news, LiveEdge allows high-quality live interaction with two-way audio/video/data communication in real time. While important for news broadcasters, LiveEdge also delivers applications supporting other fields, such as education, medical, military, and first responders.

At CES, Nomad Innovations will be demonstrating LiveEdge using Verizon Wireless' 4G LTE Mobile Broadband technology. Demonstrations will be available during the first quarter of 2011 in markets including Chicago, Los Angeles, Atlanta and Tampa. Installations for broadcasters will begin in the second quarter. For more information, go to www.LiveEdge.tv.

"Built by broadcasters for broadcasters, LiveEdge delivers broadcast quality video with reliability, versatility and round trip latency of less than 1.5 seconds," said Bob Klinge, CEO of Nomad Innovations. "We appreciate the time, resources and support that Verizon and Ericsson have invested in LiveEdge to make it a great solution for broadcasters. News broadcasts will

be able to go live in places where it has been impossible before, as well as set up for live broadcasts in a fraction of the time that it takes for current set-ups. Also, LiveEdge delivers the solution for about one-fourth of the current capital and operating costs of microwave and satellite technology."

"The LiveEdge solutions show off the power of the 4G LTE network for an industry that relies on real-time connectivity to stay ahead of the competition," said Brian Higgins, executive director, LTE Ecosystem Development for Verizon Wireless. "Broadcasters and others can take advantage of 4G LTE to deliver important information to their viewers."

LiveEdge enables broadcasters to aggressively and economically expand their current news-gathering operations. LiveEdge sets up in minutes and requires no engineering support. News crews can be on the air with breaking news in a fraction of the time required to set up microwave or satellite shots. Live events can be covered without deploying expensive production units.


By utilizing the Verizon 4G LTE network, LiveEdge significantly reduces broadcasters' operating expenses when compared to their current use of microwave and satellite technology. It also creates new revenue-generating services by allowing broadcasters to remotely use their in-house production facilities to replace costly mobile production trucks.

LiveEdge offers news crews a robust

two-way audio/video/data connection between the scene of a news story and the studio. A return path to the field provides IFB and Intercom to reporters and videographers via a Bluetooth® interface, as well as confidence video or teleprompter. LiveEdge provides secure connectivity to iNews, ENPS, non-linear editing and other production systems. Nomad Innovations has 11 patent applications pending for its hardware and software technology.

The Verizon Wireless 4G LTE Mobile Broadband network, launched in December 2010, is the fastest, most advanced 4G network in the United States, providing speeds up to 10 times faster than Verizon Wireless' 3G network. Verizon Wireless' 4G LTE Mobile Broadband network currently reaches one-third of all Americans, with plans to expand the network to the company's entire 3G coverage area over the next three years.

The integration of LiveEdge with LTE is a result of collaboration fostered at Verizon Wireless' LTE Innovation Center. The LTE Innovation Center, established in 2008, provides an environment for diverse companies to work together to develop innovative products that leverage 4G LTE technology.

Nomad Innovations' LiveEdge will be highlighted from Jan. 6-9 in Verizon Wireless' booth (#35216 in the South Hall of the Las Vegas Convention Center). For more information about the LTE Innovation Center and Verizon Wireless' 4G LTE network, visit www.verizonwireless.com/lte. For more information about Verizon Wireless at CES, visit www.verizonwireless.com/ces or follow us on Twitter at <http://twitter.com/ces>. 

About Verizon Wireless

Verizon Wireless operates the nation's fastest and most advanced 4G network and largest and most reliable 3G network, and serves more than 93 million customers. Headquartered in Basking Ridge, N.J., with 80,000 employees nationwide, Verizon Wireless is a joint venture of Verizon Communications (NYSE, NASDAQ: VZ) and Vodafone (LSE, NASDAQ: VOD). For more information, visit www.verizonwireless.com. To preview and request broadcast-quality video footage and high-resolution stills of Verizon Wireless operations, log on to the Verizon Wireless Multimedia Library at www.verizonwireless.com/multimedia.

About Nomad Innovations, LLC

Nomad Innovations, LLC delivers media transmission solutions using the latest wireless broadband technologies. Its flagship product, LiveEdge, is the first product to meet the needs of customers requiring real-time, two-way broadcast-quality video and audio communications. The technology company is based in Louisville, Kentucky. To fully meet the need for innovation and integration, Nomad Innovations executives bring experience from broadband, broadcasting, data networking, and information technology disciplines. To learn more about Nomad Innovations, visit www.nomadinnovations.com.